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JOURNALISM, MEDIA & TECHNOLOGY: THE CHALLENGES!

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The advent of digital technology has revolutionised the way news is disseminated, allowing for rapid and precise delivery. Journalists can now report news directly from the scene with greater ease, thanks to technological advancements. This transformation is pervasive, with digitalisation impacting every stage of the news process. Throughout history, humans have used various devices to create and share news. Nowadays, automated news production by non-human entities using algorithms is becoming increasingly important (Zamith & Westlund, 2022). From information gathering (Steiner, 2014), content production (Graefe, 2016), and distribution and consumption modalities (Wheatley & Ferrer-Conill, 2020) to the engagement of the interconnected audience, every aspect has transformed, including the journalistic profession itself (Zamith & Westlund, 2022).

Consequently, these technological changes have also influenced journalistic practices within newsrooms and the profiles of their professionals (García & Vázquez, 2016).

Within the domain of journalism, it is evident that the emergence of recent technologies necessitates professional recalibration, entailing the assimilation of innovative methodologies and tools, as well as the acquisition of technical proficiencies (López-García et al., 2017). The evolving landscape in the journalism field demands that the media undergo processes of technological convergence (multiplatform), business convergence (concentration), and content convergence (news genres), alongside professional convergence (multi-skilling), significantly impacting journalists (Salaverría, 2010).

Nonetheless, the field of journalism is facing numerous challenges in integrating technology, requiring careful attention and resolution. According to Newman (2018), one of these challenges is that

initiatives such as fact-checking, news literacy, and transparency have not been effective in combating misinformation and building trust. As highlighted by Pear (2018) in the report Journalism, Media, and Technology Trends and Predictions 2018, he said:

“This is a crucial year in the battle for the future of journalism. After years of ‘disruption’ will the digital platforms act on the emergency they have created, which has brought about a devaluation in the profession of journalism and a collapse of trust in media organisations and what they report?”

Ben de Pear, Editor, Channel 4 News, UK



Journalists have a significant responsibility when it comes to sharing information and upholding ethical standards in journalism. This includes thorough fact-checking, maintaining objectivity, and ensuring the delivery of high-quality news. In the field of journalism, it is not about prioritising popularity or being the first to report a story,

nor is it about chasing ratings or prioritising news based solely on likes or views without considering its quality and factual accuracy.

Reforming the journalistic culture is crucial, as is choosing the right strategies. There are no indications that the pace of the technological revolution is slowing down. If anything, the journalism industry is on the cusp of a new phase of disruption. The era of artificial intelligence (AI) will offer new opportunities for creativity and efficiency, but it also brings greater risks of misinformation and manipulation. With technology’s global impact, viral content and fake news have come to dominate the media and are easily trusted by readers. Hence, the field of journalism can no longer afford to be complacent and must find solutions to keep up with technology in delivering fast and accurate news.

PERSONALISED ADVERTISING: SCARE YOU OR AMAZE YOU?

By : Noryusnita Ramli, Siti Nasarah Ismail &
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Technology taught us to cope and live at such a fast pace on a daily basis. Every day, without fail, we are exposed to a multitude of advertisements, be it traditional or digital platforms. Speaking of digital advertisements, its massive advancement has evolved significantly, taking marketers and consumers to a whole new level. These advertisements are so sophisticated that occasionally it is difficult to tell them apart from the everyday social media postings we casually go through. Amazing, isn’t that right?

Today, digital advertisements are not just limited to posts, reviews, and pop-ups; they have become much more refined and integrated into our online experience. Have you ever experienced this scenario? You are browsing online for a new pair of running shoes, and after some time, you decide to take a break and close the tab without making a purchase. Later, as you pick up your phone and start scrolling through Instagram, Facebook, or Twitter, you notice ads for running shoes from various brands appearing in your feed. It feels like these ads are following you everywhere! How on earth is that happening?

Before you start panicking, my friends, is Personalised Advertising. According to Kurdi et al. (2022), personalised advertising, often referred to as targeted advertising, is the process of showing people tailored advertisements according to their specific characteristics, interests, and behaviours. This method collects user data, such as internet activity, past purchases, and demographics using data analysis and technology tools. The objective is to provide more interesting and relevant advertisements that fit consumers’ profiles, increasing the efficacy of marketing initiatives.

Now, it comes to our mind: how does it work? As you journey through the vast landscape of the internet, invisible helpers like cookies and other tracking technologies are busy gathering little nuggets of information about your activities. Literally everything from the websites you visit to the products you check out and even your search queries! Advanced algorithms then dive into this rich repository of data, using their analytical superpowers and a bit of machine learning magic



to figure out your likes and dislikes. With this information, advertisers may create personalised advertising for you that display smoothly on your preferred social media platforms, search engines, and websites.

Personalised ads are like a tailor-made suit, fitting your interests perfectly and making you sit up and take attention. Imagine being a fitness enthusiast and suddenly seeing ads for the latest sports equipment or stylish workout gear—it’s like the internet just gets you. This relevancy does more than simply attract your attention; it draws you in, increasing your likelihood of clicking and interacting, much to the joy of advertisers. When done right, personalised advertising transforms your online experience, turning it into a curated showcase of products and services that you actually find interesting and useful. It is like having your own digital concierge, guiding you to the good stuff, how impressive!

However, there would not be rainbows and unicorns every day, right? When it comes to personalised advertising, privacy issues often steal the spotlight. The idea that your every online activity is being tracked and scrutinised can be a bit creepy, sparking an ongoing debate about just how much data should be gathered and what it should be used for. And still going strong. Then there is ad fatigue—you know, that feeling when you have seen so many of the same tailored ads that you start to tune them out completely because they started to intrude and invade your online activities. Plus let us not forget the rumours about manipulation, with critics claiming these ads can subtly steer your buying choices without you even realising it. It is like having a digital shadow that is just a little too clingy!

Truth be told, personalised advertising can be both amazing and scary. It demonstrates how far technology has progressed in understanding and predicting human behaviour. By navigating the fine line between personalisation and privacy, we can enjoy the benefits of targeted advertising while minimising its drawbacks for both consumers and marketers. Just like in Digi’s ad campaign long ago – “I will follow you... I will follow you wherever you go...” So just sit back, and relax.